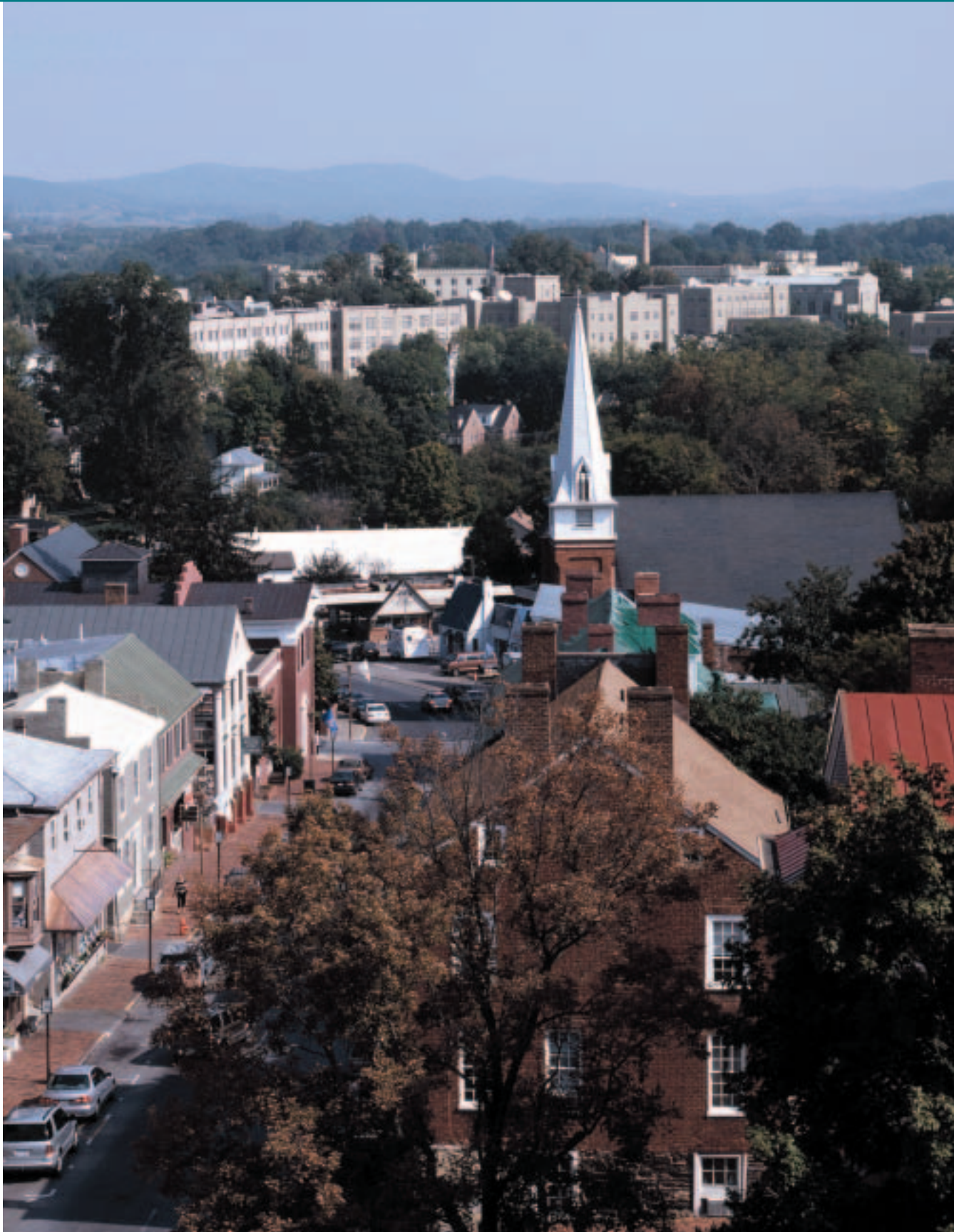


# Virginia Main Street

2004



# Table of Contents

Virginia Main Street: There's No Place Like Downtown . . . . .	3
The Main Street Approach™: A Strategy for Success . . . . .	3
The Four Points . . . . .	3
The Eight Principles. . . . .	3
Cumulative Program Statistics: 1985-2004. . . . .	4
Virginia Main Street Joins National Register of Historic Places Online Travel Itineraries. . . . .	5
Virginia Main Street Milestone Awards . . . . .	5
Welcome to Main Street! . . . . .	5
Virginia Main Street 2004 Communities in Review	
Bedford . . . . .	6
Berryville. . . . .	6
Culpeper. . . . .	6
Danville. . . . .	7
Franklin . . . . .	7
Harrisonburg. . . . .	7-8
Lexington . . . . .	8
Luray . . . . .	8
Lynchburg. . . . .	9
Manassas. . . . .	9
Marion . . . . .	9
Martinsville. . . . .	10
Orange. . . . .	10
Radford . . . . .	10
Rocky Mount . . . . .	11
South Boston . . . . .	11
Staunton . . . . .	11
Warrenton. . . . .	12
Waynesboro . . . . .	12
Winchester . . . . .	12
Virginia Main Street Assists More Downtowns. . . . .	13
A Banner Year for Training . . . . .	13



## Virginia Main Street: There's No Place Like Downtown

Since 1985, Virginia Main Street has been helping localities revitalize their downtown commercial districts using the National Main Street Center's successful Main Street Approach™.

The results have been remarkable — entrepreneurs are opening new businesses and investors are putting their money into once vacant buildings; tourists are visiting new shops and restaurants and residents are enjoying renewed community pride. Thousands of jobs have been created and more than \$299 million in private money has been invested in Virginia's Main Street communities since the program began.

## The Main Street Approach™: A Strategy for Success

Addressing more than just appearances is what sets the Main Street Approach™ apart from other attempts at downtown revitalization. A deteriorated and vacant downtown building is a symptom of the loss of downtown's economic viability, not its cause, so a coat of paint alone can't create real downtown revitalization. Communities must work to spark renewed commerce downtown as well as improve its appearance.

The Main Street Approach™ provides a successful mechanism to do that. Each of the Main Street Four Points uses strategies to increase commercial activity or enhance the attractiveness of real estate. With this comprehensive approach, based on the fundamentals of real estate economics, communities now have a proven means to effectively address the complex and changing issues facing the downtown business environment.

### THE FOUR POINTS

Communities develop individual strategies, working in each of the four key, interconnected areas:

#### Design

Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment.

#### Promotion

Creating and marketing a positive image based on the unique attributes of the downtown district.

#### Economic Restructuring

Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

#### Organization

Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

### THE EIGHT PRINCIPLES

In addition to the Four Points, successful Main Street efforts follow eight guiding principles.

- Comprehensive Action      ■ Action-Oriented
- Incremental Progress      ■ Changing Attitudes
- Public-Private Partnerships      ■ Quality
- Builds on Existing Assets      ■ Self-Help

### Building Vitality Downtown - Start Today

Don't want to "re-invent the wheel"? Just getting started in revitalization? Looking for help and guidance with revitalization? Virginia Main Street has the information and resources to help.

An initiative of the Virginia Department of Housing and Community Development (DHCD), Virginia Main Street provides valuable, free assistance to train, prepare and support communities. There are options for participation designed to match a community's commitment and readiness.



## CUMULATIVE PROGRAM STATISTICS 1985-2004

### Program Funding for Main Street

#### Leveraging 2000-2004 <sup>1</sup>

Ratio of budget to all investment:	\$19.05
Ratio of budget to private investment:	\$11.55
Ratio of budget to public investment:	\$7.50

#### Value of Volunteers 1997-2004

Estimated market value of time <sup>2</sup> :	\$4,352,357
Hours contributed since 1997:	254,067

### Economic Impacts on Main Street

Created, Retained and Expanded Businesses to date:	3,499
Jobs to date:	9,647
Cost per job 2000-2004	\$3,365

### Physical Improvements <sup>1</sup>

#### Private Investment 1985-2004

Cumulative investment to date:	\$299,093,707
Cumulative rehabilitation projects:	4,501
Average investment:	\$66,451

#### Public Investment 1985-2004

Cumulative improvement to date:	\$115,734,496
Cumulative projects:	481
Average investment:	\$240,612

### Notes and Sources

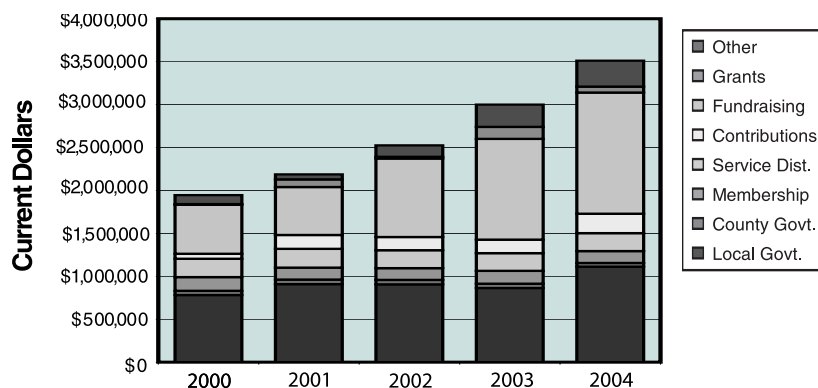
All figures are from the Virginia Main Street Database (VMSD) except where noted.

<sup>1</sup> All monetary figures have been adjusted for inflation using the Consumer Price Index.

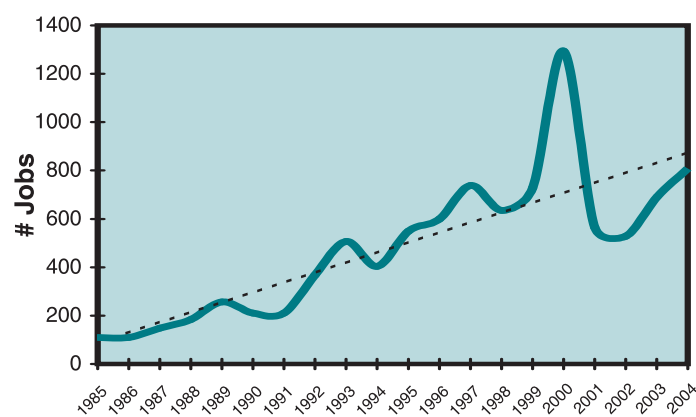
<sup>2</sup> Independent Sector, Giving and Volunteering in the United States. Independent Sector's value of a volunteer hour is based on annual Bureau of Labor Statistics average hourly wages and increased by 12 percent to account for benefits.

In 2004, Virginia Main Street served a total of 78 communities across the state. More than 2,000 downtown professionals, business and property owners, local government officials and other downtown stakeholders benefited from on-site Main Street services.

**Cumulative Funding Sources  
for Virginia Main Street Communities**



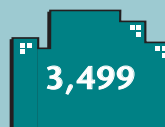
**Job Creation Trends**



In 1980 the National Main Street Center came to life as a result of the National Trust for Historic Preservation's work to stem the loss of significant commercial architecture due to economic decline in America's smaller downtowns. Since that time, nationwide, Main Street communities have generated a remarkable \$18 billion in investment and created net gains of more than 57,500 businesses and 244,500 jobs. Since 1985, in Virginia, this tool has led to:



Jobs  
Created



Businesses  
Created, Retained  
and Expanded



Volunteer Hours  
(since 1997)



Private Sector  
Investment  
(Current Dollars)



## Virginia Main Street Joins National Register of Historic Places Online Travel Itineraries

On May 3, Secretary of Commerce and Trade Michael J. Schewel and Secretary of Natural Resources Tayloe M. Murphy, joined federal, state, and local officials to unveil the Virginia Main Street online travel itinerary.

The event, hosted by Historic Manassas, Inc. at the Hopkins Candy Factory building, marked the beginning of National Preservation Week and emphasized the economic and historic preservation benefits of downtown revitalization. Carol D. Shull, Keeper of the National Register of Historic Places, showcased the features of the online itinerary, which is a new addition to the National Register of Historic Places Web site. The National Register partners with local preservation organizations, historical societies, and local and state

governments to create online travel itineraries about historic places.

"It's an honor for Virginia's Main Street communities to be featured as one of the National Register of Historic Places travel itineraries," Governor Mark Warner states on the itinerary's Welcome page. "This new initiative is a direct result of successful state and local revitalization efforts that are working to bring jobs, businesses, and tourists back to our historic downtown areas."

The online tour features a map of Virginia's designated Main Street communities, color photos of significant attractions, and descriptions of each of the communities, with detailed information about shopping, special events, historic and natural attractions, lodging, and dining.

Secretary of Commerce and Trade Michael J. Schewel lauded the new initiative's potential for supporting tourism in Virginia. "The revitalization of Virginia's historic downtowns is essential to increasing their tourism appeal," said Secretary Schewel. "This online itinerary will highlight Virginia's historic Main Street communities to a global audience and encourage tourists to visit these communities in person. This will result in increased tourism dollars for the state and local economies."

To start your virtual visit of Virginia's Main Street Communities, go to: [www.cr.nps.gov/nr/travel/VAmainstreet](http://www.cr.nps.gov/nr/travel/VAmainstreet).



## Virginia Main Street Milestone Awards

Fourteen Main Street communities were recognized by the Virginia Deputy Secretary of Commerce and Trade, Matt Erskine and National Main Street Center Director, Kennedy Smith, in February 2004 for reaching milestones in volunteerism and private investment.

The nine communities receiving awards for volunteerism were: Danville for 1,000 volunteer hours; Bedford, Franklin, Lexington, Marion and Orange for 10,000 volunteer hours; Winchester for 15,000 volunteer hours; and Lynchburg and Warrenton for 20,000 volunteer hours. Eleven communities also received awards for their attraction of private investment to their Main Street districts. They were: Waynesboro at \$1 million; Berryville and Marion at \$5 million; Bedford at \$10 million; Manassas and Warrenton at \$15 million; Culpeper, Franklin, Lynchburg and Staunton at \$20 million; and Winchester at \$30 million.

Six communities received milestone awards in both categories: Bedford, Franklin, Lynchburg, Marion, Warrenton, and Winchester.

## Welcome to Main Street!

Governor Mark Warner announced the designation of Harrisonburg, Luray and South Boston as Virginia's newest Main Street communities saying, "I am a strong advocate of the need to revitalize our traditional downtown commercial districts. The Main Street program has achieved great success in bringing new life to our downtowns and making them excellent places for people to again live, work, and do business."

On August 24, Deputy Secretary of Commerce and Trade Matt Erskine traveled to Harrisonburg and Luray to officially recognize the localities as designated Virginia Main Street communities. "Harrisonburg and Luray will soon experience

the benefits of the Main Street program as they work to bring businesses, jobs, and people back downtown," said Deputy Secretary Erskine.

The following day, on August 25, Deputy Secretary of Commerce and Trade John Sternlicht officially



recognized South Boston as a Virginia Main Street community, and was joined by DHCD representatives, local leaders and residents. "The Virginia Main Street

program will help South Boston develop a comprehensive strategy to revitalize the downtown area and support its economic growth," said Deputy Secretary Sternlicht. Bill Shelton, DHCD Director also congratulated all three communities in their achievements saying, "Our agency is proud to welcome Harrisonburg, Luray and South Boston as Main Street communities."

Representatives of the three newly designated communities began intensive training on the Four Points in September, while Virginia and National Main Street staff started a series

of resource team visits in August 2004 that will carry through the summer of 2005. Training and team visits will focus on areas such as work planning, board training, design activities, and market analysis.



# Virginia Main Street - 2004 Communities in Review

## **Bedford Main Street, Inc.** *Designated 1985*

### *- National Main Street Community -*

In 2004, the groundwork was laid for several important downtown developments, including the announcement that the circa 1840s Bedford Christian Church will undergo an adaptive reuse to become the Bedford Academy for the Arts, which will focus on youth education. In addition, the City of Bedford was awarded a Community Development Block Grant (CDBG) Planning Grant to explore potential infrastructure improvements for the critical Washington and Crenshaw Street corridor.

Bedford Main Street supported the Bedford County 250th Birthday celebration in 2004 by hosting a tremendous parade in December and will play a key role in promoting the City of Bedford's 225th Anniversary and Virginia's 400th Anniversary in 2007.

As Bedford Main Street prepares for its 20th anniversary in 2005, it is working to strengthen internal operations and capacity so it can better meet the community's ever-increasing expectations. To assist with these goals, Bedford Main Street applied for and was awarded a SEED Capacity Building Grant from the Virginia Department of Housing and Community Development's (DHCD) Office of Community Capacity Building (OCCB). The grant from OCCB offers funding support, technical assistance, training and strategic planning. As part of this process, the board has developed a new five-year strategic plan and has updated its mission statement to better reflect the exciting times that it is experiencing.



**Community Population: 6,299**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$108,400**  
  
**540-586-2148**  
**[www.centertownbedford.com](http://www.centertownbedford.com)**

## **Downtown Berryville, Inc.** *Designated 1992*



Downtown Berryville, Inc. (DBI) and the Town of Berryville were recognized by Virginia Main Street for achieving \$5 million of private investments in the downtown since becoming the smallest Virginia Main Street community in 1992. In 2004, Berryville saw 12 building rehabilitation/ new construction projects totaling more than \$1.4 million and had 1,240 volunteer hours, bringing total volunteer hours to more than 8,000 since 1997.

The Barns of Rose Hill, Berryville's new community arts center, became its own separate entity in 2004. The annual Berryville Barns Festival netted almost \$11,000 and involved 49 exhibitors, 35 sponsors, 15 Junkyard Cows for the Silent Auction, and nearly 100 volunteers. It was also one of the first Zero-Waste Festivals, which means that all waste from the event was recycled or reused. In May, the Barns of Rose Hill received a \$5,000 grant from the Land O'Lakes Foundation and \$1,500 in proceeds from the Town & Country Garden Club 2003 Holiday Homes Tour.

The Berryville Walking Tour brochure has remained popular and was reprinted in April and October. In October, DBI again had a presence at the Clarke County Fair and the Shenandoah Valley Wells Fargo Hot Air Balloon and Wine Festival at Historic Long Branch.

Berryville's Music in the Park program was expanded to every Friday evening from May through September. In June DBI received a \$2,300 grant from the Marion Park Lewis Foundation of the Shenandoah Arts Council for the Music in the Park "Roots of American Music" program.

**Community Population: 2,963**  
**Staff: 2 part-time**  
**Budget: \$78,700**  
  
**540-955-4001**  
**[www.berryvilleva.org](http://www.berryvilleva.org)**

## **Culpeper Renaissance, Inc.** *Designated 1988*

### *- National Main Street Community -*

Transition, change and progress describe the past year's economic development in downtown Culpeper. The changing market saw nine business expansions and a net gain of five new businesses. Upper-floor housing opportunities increased and two major building renovations enhanced the character of downtown. The purchase and future restoration of the historic State Theater will bring a much needed anchor to South Main Street. Culpeper Renaissance, Inc. (CRI) held monthly merchants' meetings and a monthly merchants' Coffee Before Hours to enhance communication, exchange ideas, and acquaint themselves with each other's inventory for cross-promotions. A new website was launched that lists available downtown properties for lease or sale, promotes the downtown calendar of events, and includes a listing of all downtown businesses.

CRI remained dedicated to its leadership role in revitalizing downtown and attracting people through events and promotions. CRI promoted downtown through special events, retail promotions and image enhancement activities, including the Third Thursday Concert series, Holiday Open House, Downtown Merchants' Trick or Treating, and the July 4th Car and Bike show. CRI partnered with the Department of Tourism for the Capitol Holiday Tree Celebration and the local Department of Economic Development for a successful Farm Tour.

To preserve the historic character of downtown, provide attractive, pedestrian-friendly streets, and enhance the beauty of the district, CRI coordinated the spring hanging basket program as well as fall and holiday decorations. The Design Committee is planning a downtown information kiosk in 2005.



**Community Population: 9,875**  
**Staff: 1 full-time, 2 part-time**  
**Budget: \$168,500**  
  
**540-825-4416**  
**[www.culpeperdowntown.com](http://www.culpeperdowntown.com)**



## Downtown Danville Association

*Designated 2000*

### - National Main Street Community -

The Downtown Danville Association (DDA) reached its "tipping point" in 2004 as the City's historic commercial area experienced some significant positive changes. Several initiatives began to come together, enhanced by a cooperative relationship with the City of Danville. City Council, when presented with figures to show that \$200,000 in public improvements had leveraged more than \$1.5 million in private investment, responded with an enthusiastic vote of support in the form of an additional \$200,000 for continued public improvements.

The façade program had its best year ever, with 18 improved storefronts. These projects spurred other improvements throughout the downtown, including an electrical upgrade by the City that enabled lighted holiday decorations for the first time in several years. The Design Committee, acting on this new capability, created a breathtaking holiday streetscape with new holiday banners, lighted swags and snowflakes and lights in every tree.

The Economic Restructuring Committee worked tirelessly to ensure completion of the innovative "Lease-back Program." DDA leases a building for a dollar a month, rehabs the first floor and façade of the building, and then sub-leases to a tenant, structuring the lease to recoup the costs of renovation over the period of the lease. At the end of the lease, the building reverts to the owner as improved property complete with tenant.

Four signature events developed by the Promotions Committee over the last year entertained and delighted the community. The DDA Shamrock 5K attracted nearly 200 participants in March and will become an annual event. In August, Summer in the City drew hundreds of people downtown for sidewalk-sale bargains. Jazz on the

Patio kicked off in early Fall and December was a month filled with carolers, open houses and other great holiday activities.



**Community Population: 48,411**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$83,500**

**434-791-4470**  
**[www.downtown-danville.com](http://www.downtown-danville.com)**

## Downtown Franklin Association

*Designated 1985*



Downtown Franklin is almost fully recovered from the devastation of Hurricane Floyd in 1999. This past year, downtown Franklin boasted a net gain of five new businesses. With a 92 percent occupancy rate in historic downtown, Main Street Manager Anne Williams reports, "The City of Franklin is on the brink of a major residential boost. Naturally, as we see an increase in residents, we also see an increase of shoppers in our downtown district as well as an increase in people looking to open new businesses in downtown Franklin. People come in my office at least twice a week looking for space to open new businesses. I feel certain that 2005 will bring even more good things to downtown Franklin."

The Downtown Franklin Association (DFA) received two awards from the Virginia Department of Housing and Community Development, Virginia Main Street Program in recognition of \$20 million in community investment and 10,000 volunteer hours since the Franklin Main Street program's inception in 1985.

Building on Franklin's heritage as a paper town, DFA partnered with International Paper, Paul D. Camp Community College, and the City of Franklin to hold the Guinness Record Paper Chain Event. Additionally, We Be Jammin', Franklin's annual summer concert series at Barrett's Landing, continued to draw crowds, as did Franklin's Fall Festival. These events proved to be successful fundraisers for DFA and helped grow the organization and its activities.

**Community Population: 8,346**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$161,500**

**757-562-6900**  
**[www.ci.franklin.va.us/dwntown\\_dev/downtown\\_home.htm](http://www.ci.franklin.va.us/dwntown_dev/downtown_home.htm)**

## Harrisonburg Downtown Renaissance

*Designated 2004*

Harrisonburg Downtown Renaissance's (HDR) key accomplishment for 2004 was leading Harrisonburg's designation as a Virginia Main Street community. Volunteers and public officials rallied to help with the application and everyone turned out in force to celebrate the announcement in the late summer. In May Dave's Downtown Taverna hosted the Renaissance Night fundraiser, where HDR raised more than \$18,500 in ticket sales, live and silent auction items and a raffle. Great food, wonderful entertainment, and transportation by horse and carriage, classic car, or rickshaw were highlights of the evening.

Another important milestone for HDR was receiving notification from the Virginia Department of Historic Resources that the Harrisonburg Downtown Historic District would be listed on the Virginia Landmarks Register of Historic Places. This designation now allows property owners to take advantage of Historic Tax Credit incentives for rehabilitation of downtown properties, in addition to a zero percent Downtown Property Improvement Loan



## Lexington Downtown Development Association

*Designated 1988*

Program that HDR set up in collaboration with the Redevelopment and Housing Authority. HDR developed a promotional brochure to outline these and other resources for rehabilitation downtown.

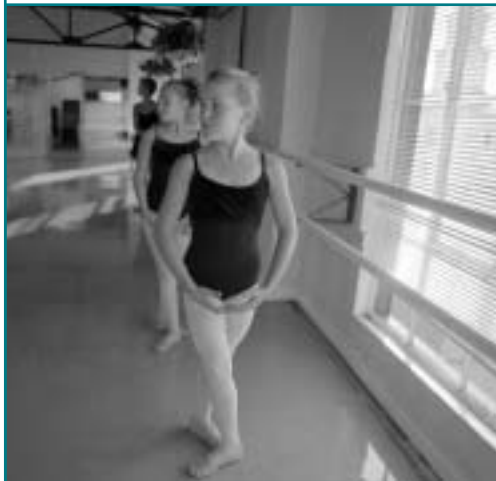
To further its design mission, HDR signed a contract with Frazier Associates to develop a Revitalization and Streetscape Plan for the downtown area. This process will continue into 2005 and help to unify and improve the unique design elements of downtown Harrisonburg's public spaces. In partnership with Citizens for Downtown, HDR also presented "Design Excellence Awards" to four business or property owners whose property improvements exemplify the design qualities and values of HDR's Design Committee.

Through the efforts of HDR, an outdoor summer film series, sponsored by Citizens for Downtown, came to Harrisonburg as part of its concert series. Other events downtown included live entertainment on Saturdays at the Farmers' Market, a Downtown Fall Festival, Halloween on the Square and Holidays on Main Street.



Community Population: 40,468  
Staff: 1 full-time, 1 part-time  
Budget: \$121,700  
540-432-8922

### - National Main Street Community -



For Lexington, 2004 was both a year of introspection and building for the future. With the assistance of the Virginia Main Street program, the Lexington Downtown Development Association (LDDA) undertook a stakeholders' survey and an organizational assessment early in the year. LDDA next applied for and received a SEED Capacity Building Grant from the Virginia Department of Housing and Community Development's (DHCD) Office of Community Capacity Building (OCCB). The grant from OCCB offers funding support, technical assistance, training and strategic planning.

LDDA awarded 12 grants for façade improvements in 2004 and began planning for a downtown information kiosk. LDDA also worked with downtown property owners on building improvements, including the renovation of the historic State Theater.

LDDA's calendar of successful events again included the Fourth of July Children's Bicycle Parade, a Holiday parade, and the Chocolate Lovers' Weekend. New in 2004 was a downtown scarecrow decorating event. LDDA continued to promote the Discover Lexington program through advertising and downtown directories and oversaw a major expansion of the Lexington Farmers' Market.

Community Population: 6,867  
Staff: 1 full-time, 2 part-time  
Budget: \$105,800  
540-463-7191  
[www.downtownlexington.com](http://www.downtownlexington.com)

## Luray Downtown Initiative

*Designated 2004*

The past year has been an exciting and busy one for Luray. The community made a commitment to downtown revitalization and formed the Luray Downtown Initiative (LDI) in February, completed the Virginia Main Street application in April, and was selected as one of the three newest designated communities in July.

Accomplishments in 2004 for this energetic group are focused primarily on organizational development in order to provide the necessary foundation for an effective and comprehensive Main Street effort. In addition to recruiting board members, the organization has also formed committees, selected committee chairs, developed a work plan, created a budget, secured funding for the organization, set up a

great LDI office in an upper-story space downtown and obtained 501(c)(3) status from the IRS.

Numerous volunteer hours have been committed to getting LDI up and running and the group continues to build a strong relationship with local government who has been their partner in this effort from the start.

In addition to gathering important data about the community for the Virginia Main Street application, the organization also compiled a variety of information in order to complete a sales gap analysis that will be used as the basis for the organization's strategic approach to revitalization. The organization has developed a logo and received a significant amount of press coverage in the past year that will help them build their identity as an organization and recruit additional volunteers. LDI has also coordinated six successful fundraising events totaling over \$16,000 in revenue and increased community awareness. The excitement surrounding the community's Virginia Main Street designation has sparked a prime environment for growth while maintaining small community charm, hospitality and pride.



Community Population: 4,879  
Budget: \$56,200  
Phone: 540-743-6073



## Lynch's Landing, Inc. *Designated 2000*

### - National Main Street Community -

Downtown Lynchburg experienced a year that combined the best of historic preservation with vibrant economic growth. The City of Lynchburg led the way in preservation by restoring the historic Monument Terrace. The City also completed the streetscape improvements on the historic 9th Street corridor. The City's total funding for downtown projects in 2004 was \$5.5 million.

Private investors were also active in 2004 starting with a project in the James River, which now serves as the site for the tallest fountain on the East Coast. The Academy of Fine Arts wrapped up 2004 with a celebration at the opening of the \$5 million Academy Studio Theater. Investing in downtown properties became significantly easier in 2004 with the addition of detailed downtown real estate listings on Lynch's Landing's website. All the interest in downtown property has led to private investment in 2004 that totaled an impressive \$6.6 million.

There has also been a continued emphasis on public art and promoting downtown as the regional center for arts and culture. Several new wall murals were completed in 2004, including the dramatic 30' x 50' "Hands of Service" mural which highlights the importance of volunteers. The Association for Downtown Arts, a group of 19 cultural organizations that are either



based downtown or perform downtown, formed in 2004 and created a cooperative event calendar for print and the website. Lynch's Landing Friday

Cheers events continue to bring people downtown by the thousands and raised a record \$176,000 for revitalization and distribution to area non-profits in 2004.

Lynch's Landing experienced organizational growth with a 25 percent increase in membership in 2004 and the organization further diversified their funding sources by adding a successful raffle and taking on the management of an additional parking deck.

**Community Population: 65,269**  
**Staff: 4 full-time**  
**Budget: \$1,350,000**  
**434-528-3950**  
**[www.downtownlynchburg.com](http://www.downtownlynchburg.com)**

## Historic Manassas, Inc. *Designated 1988*

### - National Main Street Community -

#### **GREAT AMERICAN MAIN STREET AWARD WINNER 2003**

As a seasoned Main Street organization, Historic Manassas, Inc. (HMI) is still focused on the mission of revitalizing Old Town. Thanks to HMI's efforts, the downtown now boasts 100 percent occupancy and a healthy residential community with 95 percent of downtown buildings including unique upper-story apartments that continually maintain waiting lists. In addition to numerous building rehabilitations, two new four-story buildings have been built in Old Town, bringing new businesses and new employees to downtown and private investment of more than \$7 million. A recently revised Old Town Visitors Guide and Directory for residents and visitors promotes shopping, dining and entertainment opportunities, as well



as service businesses and helpful City contacts.

HMI continues to be the lead organization

for festivals and special events for the community. In 2004 these events brought more than 231,000 people to the historic district throughout the year, significantly increasing the meals and sales tax revenue for the City. In 2004 HMI launched the Old Town Awareness Campaign that resulted in 59 marketing campaigns with 336 businesses participating. The program included 12 cable television campaigns, 19 Internet campaigns and 28 print campaigns. The Historic Manassas Farmers' Market had another successful year and benefited from a weekly article in the local paper that noted new produce available and delicious recipes that incorporated fresh items available at the market. HMI also manages the busy Visitor Center that welcomed more than 42,000 visitors to Old Town in 2004 and saw the contribution of 2,536 volunteer hours - a contribution equal to \$50,137. Old Town Manassas continues to attract new businesses, visitors, and investment.

**Community Population: 35,125**  
**Staff: 4 full-time, 8 part-time**  
**Budget: \$260,500**  
**703-361-6599**  
**[www.historicmanassasinc.org](http://www.historicmanassasinc.org)**

## Marion Downtown Revitalization Association *Designated 1995*

Downtown Marion is THE place to be! After suffering through one of the toughest economic downturns in recent history, Smyth County and Historic Downtown Marion are back on track. Early 2004 brought unemployment rates double the statewide average, but downtown held its own. By mid-year, downtown Marion began seeing the previous nine years' work pay off as property values increased and businesses began opening and expanding around May's grand reopening of the historic 1929 Lincoln Theatre. Long-time businesses made additional investments in downtown, including the Bank of Marion. The bank purchased and renovated the former Smyth County Mutual Insurance building across the street and connected the two with state-of-the-art fiber optics to expand their regional banking network headquartered in downtown Marion.

The county's first Japanese restaurant opened in downtown Marion, as did a Caribbean coffeehouse, a health food store, and other diverse businesses. Reinvestment in the downtown was at a record level (more than \$4.2 million), and outside sponsorships allowed the Marion Downtown Revitalization Association (MDRA) to continue to offer exciting events. Coca-Cola signed on with the largest single private sponsorship package in program history, and the MDRA partnered with Hungry Mother State Park to develop two signature image/fundraising events on the beach at the park.

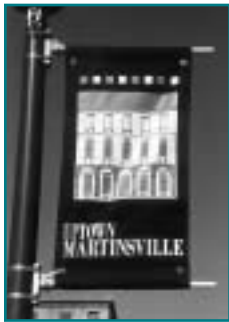
The Town of Marion continued its commitment to improving downtown aesthetics by replacing additional sidewalks with the "streetscape" design and contracting with a local business to provide landscaping services to the downtown trees, parking lots, and "beauty areas."



**Community Population: 6,349**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$84,900**  
**540-483-4190**  
**[www.mariondowntown.org](http://www.mariondowntown.org)**

## Martinsville Uptown Revitalization Association

*Designated 1995*



Martinsville Uptown Revitalization Association (MURA) experienced a year of transition, reflection and growth as it worked with Virginia Main Street and the

National Trust for Historic Preservation to assess how the organization can meet the community's challenges. MURA will be working closely with the National Trust for Historic Preservation as it establishes a preservation and community revitalization project in Martinsville and Henry County. The National Trust, with generous support from the Harvest Foundation, has launched an intensive three-year project to promote sustainable economic development in Martinsville and Henry County through an integrated program of historic preservation-based community revitalization and heritage tourism. The National Trust will be working with MURA and other local leaders to revitalize Martinsville's historic central business district and adjacent residential neighborhoods; re-energize historic company towns in Henry County, such as Bassett and Fieldale; and enhance heritage tourism activities and attractions in Martinsville and Henry County.

As MURA worked with the National Trust and Virginia Main Street this year, it continued to promote Uptown through a variety of events. The annual TGIF concert series once again attracted music lovers during the summer. MURA also worked with Uptown merchants on co-op advertising for Christmas 2004, and in cooperation with several other organizations, MURA is organizing a business fair for Spring 2005. MURA has generated a proposal on the restoration of the Courthouse, which includes generating uses for the structure and will include the whole square. MURA has been asked by the Market Street Study group to provide leadership on a project to have artists live, work, and display in Uptown. As it moves forward, MURA is looking forward to its 10th anniversary year in 2005.

**Community Population: 15,416**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$113,900**  
**540-632-5688**  
**[www.martinsvilleuptown.org](http://www.martinsvilleuptown.org)**

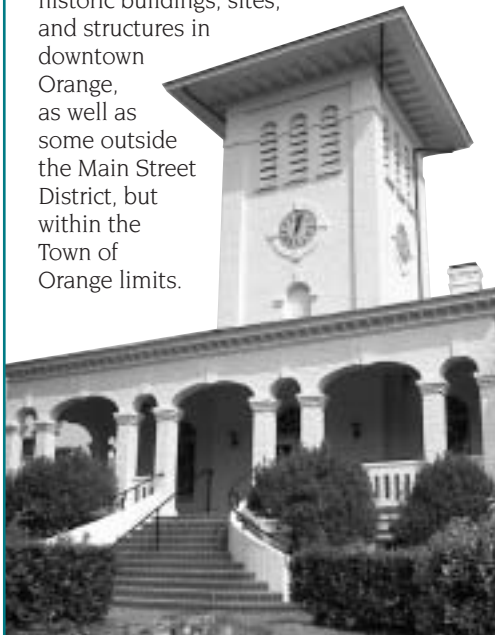
## Orange Downtown Alliance, Inc.

*Designated 1992*

### - National Main Street Community -

The Orange Downtown Alliance, Inc. (ODA) successfully assisted in the recruitment of five new businesses to downtown Orange: a bookstore, an antique shop, two new gift shops, and two new restaurants, one of which represents the first purveyor of authentic Mexican cuisine in Orange's history. All five are business types recommended for recruitment in the Marketing Analysis & Retail Revitalization Plan completed for ODA and the Town of Orange in 1996. ODA received a grant from the Town to update that study by conducting a sales gap analysis for the Town in 2005.

The Virginia Department of Transportation awarded the Town of Orange and ODA a supplemental TEA-21 (Transportation Equity Act for the 21st Century) grant of \$140,000 for the continuation of downtown Orange streetscape improvements. The ODA Downtown Parking Committee continues to implement recommendations from the Downtown Orange Parking Management Study (finalized for the Town of Orange, the County of Orange, and ODA in 2002) to improve parking in downtown. In 2004, ODA installed four historic markers on buildings through the Orange Commercial Historic District and Orange Historic Properties Historical Marker Program in recognition of historic buildings, sites, and structures in downtown Orange, as well as some outside the Main Street District, but within the Town of Orange limits.



**Community Population: 4,123**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$78,700**  
**540-672-2540**

## Main Street Radford, Inc.

*Designated 1989*



The year 2004 marked the 15th anniversary of Main Street Radford (MSR) and a year of community spirit, family-friendly events, and

economic revitalization. Nine new businesses opened their doors in the historic downtown area including specialty shops such as an antique shop, a wine shop, and a toy store. MSR revived Doughnuts and Dialogue, a seminar program for business and property owners. MSR offered instructional workshops on college intern recruitment, design improvements, and promotion of a façade loan pool. The Business of the Month awards program has helped increase membership, which is required to compete for this title, and the resulting positive regional media coverage.

MSR had two successful fundraisers: the annual Summer Jam in July and Celtic Celebration in October, which kicked off Radford University's annual Highlanders festival. The Radford Farmers' Market expanded by opening with Taste of Our City, a showcase of new vendors, local musicians, and quality local products. MSR started a Farmers' Market committee to assist with an electronic newsletter, vendor advertising, and planning for future growth. Kids' Month in October grew with more than 1,000 children attending MSR's annual Trick-or-Treat trail. MSR also partnered with local university Greek organizations to build scarecrows and paint pumpkins while the Chamber of Commerce hosted a pet costume event at the Farmers' Market.

MSR's holiday open house and Festival of Lights boosted holiday retail sales and established Main Street as a place to visit, shop, and live. When a proposal to diminish valuable on-street parking emerged, MSR contacted business owners, residents, property owners, and students to lobby for on-street parking to preserve downtown's small business heritage. As a result, MSR preserved parking for several restaurants and retail shops while allowing for important streetscape improvements.

**Community Population: 15,859**  
**Staff: 1 full-time**  
**Budget: \$58,800**  
**540-731-3656**  
**[www.mainstretradford.org](http://www.mainstretradford.org)**



## Rocky Mount Community Partnership for Revitalization

Designated 1995

### - National Main Street Community -

Rocky Mount's Community Partnership for Revitalization (CPR) experienced a great year in 2004. Volunteers logged 1,173 hours and CPR introduced several new initiatives. Among them, the Clean Community Awards initiative recognized beautification projects and bolstered community pride. Each month, CPR presents a residential and commercial award for the hard work of those who make the community a more beautiful place to live.

Thanks to CPR, the Pigg River Ramble Canoe Race/Float became a premiere recreational opportunity in the region. In 2004, more than 300 people participated in the race using 164 watercrafts. The post-race barbecue and entertainment encouraged participants to stay awhile and enjoy a long day by the river. More than 60 people stayed through to the next day to participate in the Blackwater River leisure float and eat a riverside breakfast halfway down the run.

Perhaps the most exciting event on Main Street in Rocky Mount in 2004 was the opening of the new public library on Franklin Street in the heart of downtown. A wonderful public facility



in a historic building, the library has received high acclaim and was used as a venue for the Virginia Main Street 101 training in September. CPR was instrumental in making the case for locating the library downtown and the rehabilitation has generated lots of foot traffic into downtown and spurred the opening of Edible Vibe, Center Stage Catering, and the renovation of an old gas station into three new office spaces.



Community Population: 3,989  
Staff: 1 full-time, 1 part-time  
Budget: \$84,200  
540-489-3825  
[www.historicrockymount.com](http://www.historicrockymount.com)

## Destination Downtown South Boston

Designated 2004

In 2004, South Boston received the news for which it had waited almost a dozen years - it was designated as a Virginia Main Street Community. Destination Downtown South Boston (DDSB) worked tirelessly in 2004 to build a foundation for their Main Street Program and help downtown become a solid generator of economic growth.

Since designation, DDSB focused on work planning, data collection for market analysis and sales gap analysis, and setting up its committee structure. DDSB's Organization Committee also developed a membership program which started with a successful membership social. The Design Committee started work on a downtown building inventory and the Executive Committee made plans for hiring a new Main Street Manager.

Downtown South Boston was featured in *Virginia Review* as a "great place to shop 'til you drop," and its Prizery arts and cultural center was featured in the April 2004 issue of *Inform Magazine - Architecture in the Mid-Atlantic*. Promotional events for 2004 included the Southern Heritage Harvest Festival, which 16,000 people enjoyed; several successful "Night on the Town" evenings with businesses open until 8 p.m.; and a shopping shuttle between Virginia International Raceway and downtown on big race days. The volunteer corps grew for these events and included the Halifax County High School Helping Hands.

Downtown South Boston welcomed several new businesses, including Southside Virginia's only AAA 3-Diamond restaurant. Work on The Prizery renovation continued with about \$2 million spent in 2004 to turn the old tobacco factory into a

community and fine arts center. Similarly, the renovation of the E. L. Evans building into four loft apartments and high-quality retail space demonstrates the direction of South Boston's future - up!

Community Population: 8,353  
Staff: 1 full-time  
Budget: \$93,000  
434-575-MAIN  
[www.downtownsouthboston.com](http://www.downtownsouthboston.com)

## Staunton Downtown Development Association

Designated 1995

### National Main Street Community -

#### GREAT AMERICAN MAIN STREET AWARD WINNER 2002

It's clear that 2004 was a boom year for downtown Staunton. The many years of work by the Staunton Downtown Development Association (SDDA) and other organizations to re-establish the central business district as the vibrant, economically strong and culturally rich heart of the community became evident in many ways. Upper and lower floor vacancy rates dropped and property values increased 12.77 to 27.8 percent since the establishment of the SDDA in 1995.



Private investment in the central business district passed the \$20 million mark - an accomplishment recognized by Virginia Main Street. The restoration of 112-113 S. Augusta Street, vacant for 30 years, won the Award of Excellence from the Virginia Downtown Development Association. Staunton's largest downtown buildings, The American Hotel, Towne Center, the Masonic, and the Witz, were all purchased and experienced the first stages of rehabilitation in 2004. So many construction crews downtown!

As more buildings and spaces underwent high-quality rehabilitations, downtown Staunton continued to attract new residents and businesses. More and more residents renovated upper floors of their downtown buildings, turning them into beautiful urban-style homes. New night-time music venues have proven so popular that, for the first time ever, City Council had to discuss implementing a noise ordinance. And there have been so many artists attracted to the district that City Council is now considering a public art policy.

Community Population: 23,853  
Staff: 1 full-time, 1 part-time  
Budget: \$121,000  
540-332-3867  
[www.stauntondowntown.org](http://www.stauntondowntown.org)



## The Partnership for Warrenton Foundation

*Designated 1989*

### - National Main Street Community -

In 2004, The Partnership for Warrenton Foundation's Children's Christmas Shop at Gum Drop Square received the Southeast Tourism Council's prestigious "Top 20 Event" designation. More than 200 school and organization volunteers staff the month-long event, which has been running since in 1994. Since its beginning, Gum Drop Square has welcomed more than 40,000 visiting children and parents to downtown Warrenton.

The Partnership's events, intended to foster the image of downtown as "hometown," witnessed dramatic growth in attendance. The Children's Independence Day Parade added the area's largest choral society to the schedule. Collaborations with public and private schools provided musical entertainment the entire length of Main Street for the Christmas in Old Town Festival. Exhibitors at the Father's Day Car Show doubled, with vehicles displayed exceeding more than \$1 million in value.

The Economic Restructuring Committee facilitated a series of business development workshops with the area's Small Business Development Center. The workshops attracted retailers, small business owners, and prospective businesses. A key challenge successfully met was recruitment of a retail tenant for 5,000 square feet of upper-floor space. Five new retail shops also opened during the year.



The Design Committee, working with designs from Frazier Associates, assisted with façade maintenance

and improvements of several downtown buildings. The committee developed designs and preliminary site plans for a drinking fountain for Courthouse Square, capturing details of a fountain long gone from the downtown landscape.

With tourism a component of the economic viability for many downtown businesses, the Partnership collaborated with the Town on regional marketing, updated brochures, and provided reader response packets.

**Community Population: 6,536**  
**Staff: 1 full-time**  
**Budget: \$96,400**  
**540-349-8606**  
[www.historicwarrenton.org](http://www.historicwarrenton.org)

## Waynesboro Downtown Development, Inc.

*Designated 2000*

Waynesboro Downtown Development Inc. (WDDI) in 2004 served as a catalyst for major long-term redevelopment and revitalization projects in downtown. WDDI created an active working group to garner federally funded New Markets Tax Credit revenues for downtown revitalization. A feasibility study was completed and a partnership arrangement was developed with Hampton Roads Ventures, LLC with the potential of generating as much as \$7.9 million in tax credits for investment in downtown Waynesboro.

As a result of the renewed interest in revitalization, investment in downtown Waynesboro property surpassed that of previous years. During the past year, more than 15 new businesses have opened in the downtown area, and downtown property values have increased by about 10 percent. WDDI, in partnership with the City of Waynesboro Industrial Development Authority, oversaw the Façade Improvement Grant program again this year, resulting in the renovation of two significant historic buildings, which now house three new, thriving businesses.

In addition, WDDI partnered with downtown businesses and civic groups in community programs, including the Taste of the Town, the Virginia Fly Fishing Festival, the Smithsonian exhibition, Halloween activities, and Christmas in the City to name a few.

WDDI used SEED Capacity Building Grant funds from the Virginia Department of Housing and Community Development's (DHCD) Office of Community Capacity Building (OCCB) to upgrade its computer system and provide training for staff and board members. In 2004, WDDI developed a promotions slogan that has been used by several businesses (Downtown Waynesboro is Coming Alive) in a co-sponsored downtown radio campaign and it reintroduced its quarterly newsletter. The newsletter, mailed to several hundred people in the community, is also posted on the newly developed WDDI website.



**Community Population: 19,520**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$110,000**  
**540-942-6705**  
[www.waynesborodowntown.org](http://www.waynesborodowntown.org)

## Winchester Old Town Development Board

*Designated 1985*



### - National Main Street Community -

The year 2004 marked the 30th Anniversary of Loudoun Street Pedestrian Mall. In the early 1970s, Winchester made a bold decision to refashion its historic downtown and to build one of the first walking malls in Virginia. Winchester celebrated this anniversary in November with a living history event where community leaders recalled the reasons for the decision, its planning and execution, and experience over the years since.

Old Town Winchester continued to evolve into a wonderful mix of retail specialty shops, galleries, restaurants, financial institutions, government offices and a wide range of service businesses. In 2004, major private building improvement projects included work completed at the Grace Lutheran Church, First Presbyterian Church, Bank of Clarke County and the Bell Building. Business retention counted for the majority of growth in Old Town with ten businesses relocating or expanding within the District. In addition, five new businesses opened during the year.

Progress continued on wayfinding signage, designed to orient visitors to all there is to see and do in Winchester as

well as reduce sign clutter. Meanwhile, as demand for parking continued due to the growing number of businesses open beyond the usual 8 to 5, the Winchester Parking Authority extended Braddock Autopark service to 24-hour operations in February 2004.

**Community Population: 23,585**  
**Staff: 1 full-time, 1 part-time**  
**Budget: \$117,600**  
**540-667-1815**  
[www.ci.winchester.va.us/otdb](http://www.ci.winchester.va.us/otdb)

## DHCD Commercial District Affiliates

Alberta  
 Altavista  
 Ashland  
 Blackstone  
 Boydton  
 Broadway  
 Buena Vista  
 Cape Charles  
 Chatham  
 Chincoteague  
 Clifton Forge  
 Covington  
 Dayton  
 Edinburg  
 Elkton  
 Ettrick Village  
 Exmore  
 Fincastle  
 Floyd  
 Front Royal  
 Grottoes  
 Halifax  
 Herndon  
 Independence  
 Kenbridge  
 Kilmarnock  
 La Crosse  
 Loudoun County  
 Madison  
 Mathews  
 Mount Jackson  
 Nelson County  
 New Market  
 Newport News,  
 Chestnut Avenue Corridor  
 Onancock  
 Parkley  
 Pearisburg  
 Pennington Gap  
 Pulaski  
 Purcellville  
 Scottsville  
 Shenandoah  
 South Hill  
 Strasburg  
 Stuart  
 Suffolk  
 Vinton  
 West Point  
 Wise  
 Woodstock

## Virginia Main Street Assists More Downtowns

In 2004, seven Virginia communities demonstrated their commitment to downtown revitalization by becoming DHCD Commercial District Affiliates. Virginia Main Street introduced this category of participation that provides access to trainings and limited technical assistance in 2000 and the total number of active Affiliates has since grown to 50.

The Affiliate option grew out of Virginia Main Street's desire to share the successful Main Street Approach™ with more communities than just those with Main Street designation. Designation as a Virginia Main Street community requires a major commitment of financial and human resources that not every community is willing or ready to make. However, any community involved in downtown revitalization, regardless of size or readiness, can benefit greatly from using the time-tested Four Points of Main Street.

Affiliates learn about the Main Street Four Point Approach™ and develop projects and initiatives to revitalize their downtown that emphasize building on existing assets. A primary benefit of the Affiliate Program is access to Virginia Main Street's intensive trainings. The Affiliates have responded with tremendous enthusiasm to these workshops with strong attendance at "Main Street 101" training and the topical trainings held throughout the year. These trainings give participants the chance to learn directly from state and national experts about the latest tools and techniques for successful revitalization at nominal cost. The training, coupled with regular networking with state staff and the staff and board members from Virginia Main Street designated communities and other Affiliates, ensures that communities don't have to reinvent the wheel and can learn the best practices for virtually every aspect of downtown development.

Several Affiliates have made outstanding progress since joining the program; organizing committees, hiring staff, developing promotional materials, coordinating special events and even undertaking the ever-important market analysis. While not a requirement for designation, working on downtown revitalization as an Affiliate helps prepare a community for full designation should they choose to apply during a designation round. The three newest designated communities were all active as Affiliates prior becoming designated in 2004. According to Eddie Bumbaugh, Harrisonburg Downtown Renaissance's Executive Director, "Being an Affiliate provided an important connection to Main Street staff, resources and other communities, and introduced us to a model for downtown revitalization that we knew was effective."

Virginia communities with pedestrian-oriented commercial districts can become Affiliates by completing a brief, noncompetitive application at any time. There is no limit on the number of DHCD Commercial District Affiliates and the interest in this program continues to increase.

### A Banner Year for Training

More than 300 people turned out in 2004 to learn from several high profile leaders in the field of downtown revitalization at Virginia Main Street trainings - an increase of 87 percent over the previous year. The year began with a bang as Kennedy Smith, Director of the National Main Street Center, shared her insight about national Main Street market trends at the Annual Awards Banquet held at the Jefferson Hotel in Downtown Richmond. Over the summer, Rick Segel, a renowned guru on retailing, brought down the house at the newly renovated Culpeper Depot Conference Center by bringing laughter and shrewd retailing wisdom to an eager audience. Segel was joined by other experts including John Accordino and John Edwards, who engaged downtown enthusiasts in the intricacies of analyzing a downtown's market position and parking needs, respectively.



Headlining for Virginia Main Street 101 in Rocky Mount, Carol Weisman, an internationally known author, trainer and consultant, helped Virginia communities understand basic principles for fundraising and board development. Josh Bloom of the National Main Street Center tackled the important topic of documenting and building on the economic assets of the downtown area. Virginia Main Street credits the generous support of local sponsors for enabling much of the improved quality and value of its training courses.





### **Virginia Main Street Program Staff**

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